CANADIAN MOVING PICTURE
Digest

RAY LEWIS
EDITOR AND
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BOX-BIZ BEGINS TO SIZ

AS I READ the above caption it looks like a DP to me, only the DP is not as much of a displaced person as I am, nor as startled at this foreign intrusion. Box-Biz Begins to Siz. I hope you understand what I am trying to say, but let me hasten to offer an interpretation. If you are unfamiliar with the saving device of words and time, so frequently used by the American Trade Press, you will not understand that Box-Biz Begins to Siz means that Business at the Box-Office is beginning to boom. I cannot blame this caption on Variety. I generated the Biz and Siz combination myself for the pleasure or caprice of going slangily modern.

Some writers hear poems and captions somewhere in their heads. At times the plot of a story may become as a labyrinth in the mind of a writer, urging him or her to find a way out. Not all that comes into the head may be good to write or talk about, but in the head there is an open door to the imagination, and behind that door an open road. It is through the open door that thoughts announce their presence, and the writer may follow the thoughts inward if the urge is strong enough to enter the open door and travel along the open road.

If I were to treat the thought of Box-Biz Begins to Siz from what I find along the open door this treatment might become imaginative. To some people it may sound prophetic, and to the realists it may be a Lewis Poll secured from a research of conversations with exhibitors and distributors, and from tabulated reports.

It is easy to have forseen that with huge sums of money allocated for Defensive and Offensive purposes, involving production of vast quantities of products, agricultural and industrial, that money would loosen up for spending, and that motion pictures would get some of the flow of such money, since more people will have more money to spend, and sufficient has been said about a Third World War to make masses of humans feel the futility of saving money to provide for a future Economic Security when there may not be any future for them.

In Canada, our press has been publishing advisory cautions which we are to observe, and a manner of behavior in the event that we receive the benefits of an Atom-Bomb.

We have been told that Toronto will definitely be target No. 1, because it is an industrial city, which makes us ask, "Is this to be the reward of our industry?"

It also provokes in us a query as to what service we rendered the world in the quest for peace when we supported with money and brain-power the research channels which helped to discover and to produce the Atom-Bomb.

But I do not intend to permit my imagination to explore the intricacies of this thought, but to confine myself to the materialistic stimulation of the thought expressed in the classic language of our generation of show business, Box-Biz Begins to Siz, which you will agree with me is sufficiently grating on our sense of good language to give us goose pimples, irrespective of a Third World War.

However, as you read the war news and plans for preparedness, as you listen to the calm voices of those who look you in the eye and tell you, "You know that there is going to be a third world war as sure as the Lord made little green apples," you may not have an allergy to words such as Box-Biz Begins to Siz, for if the pronouncements of a third world war have not raised goose pimples, nothing I can write or say will raise them in those who are so securely immune from shock.

Several weeks ago I reported the number of the hundreds of millions of dollars which our Canadian Government will spend in the next few years in preparation for World War III, a spending in which we would join up with the U.S. in respect to some of our production program, and a spending for which Canada has an obligation under the North Atlantic Treaty.

Show business has certainly come out of the doldrums in which it has been submerged, not because show business in Canada was as bad as reported in the U.S., but the figures in several instances revealed a decline in show business, and in other businesses, with the exception of what are termed "the heavy industries." The wailing and the gnashing of teeth across the border made its impression in Canada for there is no more repressing influence than to be in an atmosphere of depression, even when you have no reason to be depressed.

Exhibitors blamed the decrease at the box-office on the decreased entertainment value in pictures. The distributors blamed the decreased box-office on the lack of showmanship in exhibitors.

It may be possible that we have a few more entertaining pictures than we had earlier in the year, and that the impetus engendered by 20th Century-Fox through MOVIES ARE BETTER THAN EVER, awakened a spirit of co-operative showmanship in show business, but neither of these two are responsible entirely for Box-Biz Begins to Siz.

I do believe, that having accepted the decision of the separation decree, our wise showmen have diverted their ability in the direction of Box-Office through production, through distribution, and through exhibition, as well as through the many channels of selling pictures by progressive exploitation, publicity and advertising mediums and methods.

Public Relations has become more important, a living animate-factor rather than a figure of expression, and through the awareness of such service as a medium for mass psychology, we have helped our box-offices.

If word-of-mouth publicity concern-

(Continued on Page 10)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE • TORONTO

"ANNIE GET YOUR GUN"
(Technicolor)

"DUCHESS OF IDAHO"
(Technicolor)

"THREE LITTLE WORDS
(Technicolor)

"SUMMER STOCK"
(Technicolor)

LOVE NOTES FROM A NOTED SHOWMAN!

"I'm glad that M-G-M makes the musicals. Today with so much grief, the patron tries to escape from the world for a few hours. They thank us for it when they leave the theatre. It's a wonderful thing to be able to bring happiness into people's lives."

SI FABIAN—FABIAN THEATRES

"TWO WEEKS WITH LOVE
(Technicolor)

"TOAST OF NEW ORLEANS"
(Technicolor)

"PAGAN LOVE SONG"
(Technicolor)

MEDIATHÈQUE Guy-L.-Coté 12 SEP. 2014

RAY PRESENTS

THE Testimonial Dinner to Simon Meretsky of Windsor, Ont., under the sponsorship of the Canadian Motion Picture Pioneers, will take place at the King Edward Hotel, Crystal Ballroom, Wednesday, Nov. 1st. Reservations and tickets will be in charge of a committee of which Don Gauld is the chairman. Invitations will be issued to Government officials and other distinguished guests, and it is expected that quite a large contingent will attend from Windsor, in which city Simon Meretsky was virtually the King of Entertainment, being a partner of Famous Players in the operation of theatres in that city for many years.

"There is only one Simon Meretsky," say the citizens of Windsor, who come to Simon for consultation, not only on matters relating themselves to Show Business, but on matters of a communal nature, and some who bring their personal troubles to Simon for his shrewd and kindly counsel.

Simon is one of the original group of Canadian Pioneers recorded among the Life-Members. His recent retirement from Show Business, and the sale of his theatre-interests to his partners, Famous Players Canadian Corp., removes from our midst one of the most colorful showmen whom we have had in Motion Pictures in Canada.

ALTHOUGH Simon had reached three-score-and-ten the mounting years did not lessen his speed, his keen interest in the buying of pictures, and the operation of the Windsor Theatres, but ill-health finally forced him to lessen his activities, and made the decision for him which decided him on retirement.

He recently lost his dear companion and wife, whom our industry had learned to love for her gracious hospitality, her interest in many philanthropies, and the business in which her husband was engaged. Nellie Meretsky died recently as the result of an automobile accident, and in Simon's inimitable own words, "My spark plug has gone and Simon is now an old broken-down car."

But the many friends of Simon, and those who know him only by name, and by the Simonisms for which he has become one of the most quoted men in Canada, giving Samuel Goldwyn stiff competition in respect to Goldwynisms, know that Simon's interest in Show Business and Show Folks will always remain vibrant, will always hit on all cylinders, and gradually Simon will renew his interest in life, will expand his activities in the direction of the many philanthropies with which he has always been identified.

THE OFFICERS and Board of Directors, in arranging this testimonial dinner as a tribute to a good showman and a Pioneer, have made this memorable event the occasion for an interesting evening for all members of the Industry and their guests. As accommodations cannot exceed four hundred guests, please make your reservations early. The tickets will be $3.50 per person, which will include the entire charges for the evening. Stew Fleming will be host to a cocktail party which will precede the dinner. It is expected that several important and distinguished guests from the United States will attend. The members of the Board of Directors will be appointing several committees to assist the Board and officers of the Pioneers. The Windsor press has already heralded the event, and we Pioneers are looking forward to "saying it with flowers" to the living on the evening of Wed., Nov. 1st, Crystal Ballroom, King Edward Hotel, Toronto, Testimonial Dinner to Pioneer Simon Meretsky.

I note with a great deal of pleasure that Spyros P. Skouras, president of Twentieth Century-Fox, has been named by the Motion Picture Pioneers of America as "The Pioneer Of The Year." The announcement was made by Jack Cohn, executive vice-president of Columbia Pictures and founder and president of the Pioneers of America.

Sam Glasier, Twentieth-Century Canadian Publicity and Advertising representative, advised The Digest of this signal honor accorded the president of his company.

SPYROS SKOURAS will receive the Pioneers' Award for outstanding achievement in his field, at the American Pioneers' 11th Annual Dinner to be held Nov. 16th in the Starlight Roof of the Waldorf-Astoria. The officers and board of the Canadian Picture Pioneers extend their congratulations to Mr. Skouras, and concur with their selection, for certainly Spyros Skouras has blazed a trail in many directions, as a Pioneering Showman, an outstanding citizen of his country who has made conspicuous contributions to the welfare of mankind, the establishment of good-will between nations, and a permanent international peace.

The selection of Spyros Skouras for the Award was made by a unanimous vote of the Pioneers' Board of Directors, which is composed of the heads of the various U.S. Motion Picture Companies. Recent Award winners were Cecil B. De Mille, the producer-director; Adolph Zukor, pioneer producer; Gus S. Eyssell, president and managing director of Radio City Music Hall.

Spyros Skouras, a member of the American Pioneers since its inception, entered the motion picture industry in 1914, when with his brothers Charles and George, he bought a controlling interest in the Olympia Theatre, in St. Louis. Within a year they had acquired two more theatres.

In October, 1917, Spyros Skouras temporarily left the business to enlist in the United States Air Corps. Discharged in 1919, he returned to St. Louis and the film business. In 1929 he joined Warner Bros. as general manager of the theatre circuit, and in 1931 became president of a Paramount subsidiary to operate the company's theatres. Later, with his brothers, he headed the Wesco Corporation of Twentieth Century-Fox Theatre interests, and in 1942 was elected president of Twentieth Century-Fox.

IN THE RECOGNITION of its own members this Industry of Motion Pictures reveals that it has arrived at the Age of Reason, that it has developed a sense of appreciation for Services, showmanship services and intangible services of a spiritual quality, unrelated to the dollars of the box-office, but Services which are worth their weight in gold; and in paying tribute to its own members, it raises the stature of Show Business with which each of us actively engaged therein is identified.

I have a letter from J. Cottingham, manager of the Circle Theatre, Yonge St., Toronto, who in referring to a recent editorial in The Digest, "Absolutely, Mr. Hughes," states, "It amazes me that this industry which has seldom been accused of reticence should be so slow to resent such remarks made by those who take our silence as evidence of a guilty conscience—More power to you." Cottingham is referring to Mr. Hughes' press interview in which he referred to "70 cents for a mediocre movie," in referring to the value he gave for an admission price of 50 cents at the Canadian National Exhibition.

(Continued on Page 14)

Toronto and District

BILL PRESS

ACCORDING to reports in theatre circles, many of the unaffiliated exhibitors have raised their admission prices to the even-five-cent amount to get away from the penny nuisance — also in anticipation of any move by the Dominion government to establish price ceilings which Hon. C. D. Howe has been empowered to do to meet any emergency.

* * *

Mrs. Sam Glazer has called to remind us that the unveiling of a tombstone for the late Samuel Glazer will take place on Sunday, October 8th at 2 p.m. at Goel Tzedec Memorial Park on Bathurst St. north of Wilson Ave.

* * *

Following the example of the Toronto Board of Control, the municipality of Hamilton on Sept. 18 extended daylight saving by two months to Nov. 26 at the "suggestion of Chairman R. H. Saunders of the Hydro."

Saunders said the action of the two largest cities would spread the daily peak in power consumption but he warned again of a growing shortage of current.

* * *

Two foreign-language pictures were featured at Kitchener. Manager Walter Helm played Bicycle Thief at the Biltmore while, over at the Fox, Bruce McLoed was showing The Affair Blum.

* * *

John Adaskin's "Opportunity Knocks" network program on the CBC has returned to Shea's Theatre, Toronto, for Monday nights over a period of 13 weeks. Manager Len Bishop is cooperating in the series.

The Odeon suburban houses here will stage the preliminary competitions for the Red Feather Revue, with the final show being scheduled for Manager Wannie Tyers' direction at the Toronto Odeon.

The Army Show radio program has been booked into the Odeon on Carlton Street while the "occasional" vaudeville is to return to Loew's Uptown Theatre.

* * *

After playing the Royal Alexandra Theatre, Toronto, for a scheduled two weeks, George Formby and His Varieties will appear in a two-day engagement at the Palace Theatre in Hamilton, the dates being Oct. 3-4.

* * *

Manager Trevor Dakin of the London Elmwood played up Fantasia as a musical adventure for its week's run, placing practically all emphasis on the Philadelphia Orchestra under the direction of Leopold Stokowski in catering to the theatre's adult clientele.

Mel Jolley, manager of the Century at Hamilton, held The Gunfighter for a second week in his series of attractions for the 10th anniversary of the theatre.

* * *

T. P. Gorman, general manager of National Sports Enterprises, has intimated that his plans for the second annual Skating Sensations Ice Show have been disrupted by the nine-day rail strike across Canada. Congestion of railway traffic has prevented arrangements for the routing of the show.

At Brockville, where she is holidaying after her summer-long engagement in London, England, Barbara Ann Scott said she would not be available for the Canadian touring show which she headed for 30 weeks last season. Miss Scott is taking an indefinite rest.

* * *

A religious procession of Anglican clergy and choirs in their robes was arranged for Sunday, Sept. 24, at Windsor from All Saints' Church to the Capitol Theatre for a massed Service of Witness.

The annual Blue-and-White hockey game of the world-champion Maple Leaf Hockey Club will take place at Maple Leaf Gardens, Toronto on Thanksgiving Day, Monday, October 9th, at 8:30 p.m.

The game is held annually for the benefit of Variety Village, with Barker Connie Smythe and his associates giving every dollar brought in to the Village.

Henshaw To Speak In New York

Don Henshaw, Senior Executive of Maclaren Advertising Co. Ltd., Toronto, is scheduled to speak at the season's first luncheon meeting of the Associated Motion Picture Advertisers at the Hotel Picadilly, New York, on Thursday, September 28th, according to Harry K. McWilliams, president of that organization. Harry McWilliams is also Director of Exploitation for Columbia Pictures and was in Toronto recently.

Don Henshaw will address AMPA members on "The Next Fifty Years In Advertising."

An exhibit of "The First Fifty Years In Motion Picture Advertising" will be displayed in the hotel on the day of the meeting.

The Associated Motion Picture Advertisers is the oldest organization in the motion picture industry. Its membership is made up of the leading motion picture advertising men and women in the United States and Canada.

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JACKIE ROSS
Assistant to the Editor

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— Correspondents —
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J. J. CONKLIN.....Winnipeg, Man.
BRUCE PEACOCK.....Regina, Sask.
JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.

Manager Kent Craig of the Strand Theatre, Hamilton, had a slight case of burglary on his hands when entry was effected Saturday night by a "crew" that went to work on the safe but lost out on the attempt. They left behind a wide assortment of burglars' tools after apparently being scared from the scene.

* * *

A Song To Remember had nice going as a revival at the Towne Cinema, Toronto, the engagement being extended to a third week. The same picture also had three good weeks at the Little Elgin, Ottawa.

CBC Presents A Film Is Made

Starting Oct. 3rd, the Canadian Broadcasting Corporation will present in co-operation with the British Broadcasting Corporation, a seven-week series of programs entitled "A Film Is Made."

In this series they hope to show every aspect of the production of a film, from the original discussion for the choice of a subject, through its scripting, shooting and editing, to its premiere and reception by the critics.

The parts of the producer and director are played by men who carry out these functions in real life: John Sutro, producer of such films as 49th Parallel, (The Invaders) and The Seventh Veil; and Thorold Dickinson, one of Britain's outstanding film directors, responsible for such films as Men of Two Worlds and The Queen of Spades. Dr. Roger Manvell, director of the British Film Academy, and well-known film writer and reviewer, plays the part of the Visitor who will be your guide.

The series is to be broadcast on *"The Movie Scene"* commencing Tuesday, October 3rd, 1950 at 10.15 p.m. E.S.T. over CJBC and the CBC Dominion Network.

The series has been arranged by Gerald Pratley, CBC Film Reviewer and presented by John Rae.

Book By Young Canadian on Communications Becomes UN Best-Seller

Last week, a young man walked into the Digest office with his hat in one hand and a copy of a blue-and-white-covered book in the other. "I thought you people might be interested in my book," he said, "so I brought it over to let you have a look at it." We were very much interested in the book, World Communications, (review appears on another page of the Digest) but just as much interested in the young man, Mr. Albert Shea, who, while still in his twenties, has established himself as an outstanding world authority on mass media of communications—and that includes the movies.

Queried about his unique field, Mr. Shea kindly furnished us with enough of his background to make his present work more understandable. A native Torontonian, Mr. Shea became interested very early in the problem of spreading information around so that people could gain a better understanding of what was going on around them and in other countries. He was associated for a time, with a commercial radio advertising agency, did some commentating for the CBC, considerable writing and, in the academic field, teaching. The subject of his graduating thesis at the University of Toronto was "Radio and Democracy." Subsequently, he directed two information campaigns for the Canadian government and his work has taken him to Europe on three separate occasions — once, as far as Israel.

Last year, Mr. Shea went to Paris with the intention of doing research at UNESCO on mass communication media. While there, he was asked to do the book on Mass Media, which has since become a UN best seller. We were interested to see a copy of a letter written to the Director-General of UNESCO by the Head of the Dept. of Mass Communications regarding Mr. Shea's book which said, "Public reaction to 'World Communications' has been so striking that I think I should draw it to your attention. . . . Press reports have been frequently very long and unanimously favorable. . . . UNESCO sales agents report a heavy public demand for the book . . . a reprint will probably be required before the end of the year. I believe it is safe to say that 'World Communications' has proven to be one of UNESCO's most successful publishing ventures."

The subject of this acclaim is suitably modest about his own work but not so about the work of the UN. Why, he wants to know, do not the movies take to its work as a subject? "For five years," Mr. Shea said, "the UN has been fighting a dramatic struggle to achieve world government. Yet, practically no films have paid any attention to it. Successful films have been made on a few serious themes. Why not a successful film on the UN and what it is trying to do? Today, the film and TV are the most potent media. Nothing like full use is being made of these media to further understanding between people and the cause of world peace."

He further feels, Mr. Shea says, that some of the fault lies with the UN itself. "What the UN needs," he said, "is some good old fashioned showmanship."

ALBERT E. SHEA

It is a mark of the important place that this industry occupies in the scheme of things (whether we like it or not) that people like Mr. Shea are so very much concerned to solicit our support. The interest of such people makes you realize that not only may movies be better than ever, but they are also more important than ever.

FOR SALE
THEATRE CHAIRS
We now have a very large stock of excellent reconditioned (as new) Theatre Chairs. Quantities up to 1200 of a kind. Immediate Delivery.
Our British "Luxury" theatre chairs now available
10,000 yards of imported carpeting, etc. direct from England and Scotland. You may now buy your carpeting from us "wholesale."
Enquiries Respectfully Solicited
"LA SALLE"
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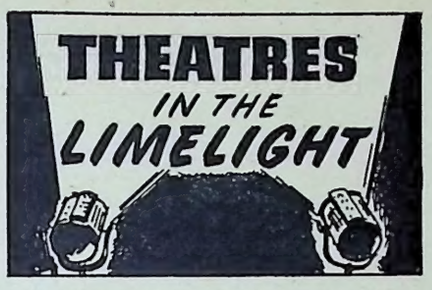

Famous Players opened its $150,000 Queen City Drive-in Theatre on Regina's outskirts Sept. 19. Parking accomodation, with in-car speakers, is available for 506 cars. The theatre, on a 20-acre site, has a screen surface 52 by 46 feet. Entrance is under a 70-foot neon-lighted marquee. General manager is J. D. "Jack" Watson, a Famous Players associate and general manager of the Rex and Grand theatres in Regina. Kevin Fitzgibbons, Toronto, was on hand to help with the opening of the theatre and E. A. Zorn, Winnipeg, prairie divisional manager of Famous Players, attended on opening night. First offering was "Mother Wore Tights."

* * *

Casey Swedlove has re-opened the Savoy Theatre, 293 seats, at CARDINAL, Ont., after re-constructing the building and installing the latest equipment. He also owns the Prescott Theeatre in Prescott as well as the Linden in Ottawa.

* * *

Construction of a new theatre for the F. G. Spencer Co. chain, and a large business block and garage, is now underway in KENTVILLE. Total cost of the two buildings is estimated at $300,000.

* * *

Roxy theatre, REGINA, has closed for a month while extensive renovations and repairs are completed. Seating capacity of the new Roxy will be upped to 650, new sound equipment will be installed and air conditioning by refrigeration will be a feature. The outside of the theatre will also be remodelled. I. Reinhorn is proprietor.

* * *

The permit for the construction of a new theatre in SHAWINIGAN SOUTH has been formally granted by the council of that municipality.

The new theatre will be built on Fifth Avenue, near 115th Street, on a site formerly owned by Paul-Emille Champagne.

* * *

Famous Players who were in partnership in Trail, Rossland, Nelson and Nanaimo with the late W. P. Dewees, have acquired a 100% interest in all the British Columbia theatres from the estate of the late theatreman, Frank Gow, B.C. district manager for Famous Players, reports.

ANNOUNCEMENT

GENERAL THEATRE SUPPLY COMPANY LIMITED

Take pleasure in announcing that they have completed a contract with

FAMOUS PLAYERS CANADIAN CORPORATION LTD.

and its affiliates for the servicing of the SOUND EQUIPMENT in all their theatres throughout Canada.

GENERAL THEATRE SUPPLY CO.
Head Office
104 BOND STREET TORONTO

Views and Reviews

JACKIE ROSS

WORLD COMMUNICATIONS — PRESS, RADIO, FILM. Published by UNESCO. Produced under the direction of Albert E. Shea.

To an industry accustomed to seeing the world of reference books bounded by the various trade year books, it may come as a considerable surprise to learn that a professional scholar, under the auspices of the United Nations Educational, Cultural and Scientific Organization, has been delving into our bailwick and, furthermore, **has emerged with a solid body of information regarding the motion picture business which should find a permanent place on the shelves of any of us who are interested in the broader aspects of this industry. Surprising or not, a young Canadian, Mr. Albert Shea, has done exactly that.**

World Communications is a factual and graphic report on facilities existing in every country and territory of the world for conveying information and ideas by press, radio and film. As stated in the editor's foreword, "It is not a final nor complete report. But, while the task of gathering data continues, this preliminary assessment of the world's facilities prepares the way for action." . . . This report assembles the basic facts. From the facts, action must follow. Millions of people in vast areas of the world, have little or no modern means of communication. They must be helped to obtain them. And, at the same time, those engaged in press, radio and films must enjoy the freedom and demonstrate the responsibility, which will enable these potential links between peoples to serve peace and international understanding."

An entire essay could be written on the principles set forth in this statement—an essay on the broad scope of the industry in which we are all engaged, its great potential for good and bad, and the responsibilities which the medium demands of us. However, this is not an editorial column, so on with the book itself.

Two hundred and twenty pages full of facts and figures do not lend themselves easily to condensation and it is not the aim of this review to condense the results of 7 months of intensive research on the part of Mr. Shea and his staff into one column. However, there are some sets of figures, with regard to this industry, which illustrate its value to us.

For example, **Mr. Shea has ascertained, wherever possible, the average commercial movie attendance per capita in the various countries of the world. According to his figures, the highest individual movie attendance is in the United Kingdom where each person attends a theatre 29 times a year—that means slightly over once every two weeks.** And this per capita figure is based on the total population, including (one assumes) children, old people, the insane, criminals, etc. What it would work out to if the per capita figure were based only on potential movie goers (that is, people of sufficient mental ability, age and freedom to attend movies) is conjecture. However, roughly it would probably bring the average up to once every week and a half or even less.

The United States, of course, leads the parade to the boxoffice with a per capita attendance of 32 times a year; New Zealanders attend roughly 20 times, Canadians 17, Belgians 16 and most other countries trail far behind. One wonders how come the British have acquired the movie habit to much more strongly than Canadians.

Another interesting piece of research is the comparison which arises between the three media —press, radio and film—with regard to saturation. For example, the United States leads the list in North America with 566 radio sets to each 1,000 residents. The Bermuda islands have 278; Netherlands West Indies, 254; Canada, 237. In Europe, Sweden has 298 sets per thousand; Denmark, 285; Iceland, 253; Norway, 251; the United Kingdom, 227

With regard to daily newspapers printed the US also leads in North America with 357 per day per thousand people the Bermudas 350; Canada 261. In Europe, the U.K. leads with 570 (!); and the Scandinavian countries follow closely along once again, joined by Luxemburg and Switzerland.

Coming now to the number of seats in moving picture theatres available to each thousand people, the Bermudas (strangely enough) lead in North America with 121; the United States has 83; Canada, 71; Panama, 66; and the Netherlands West Indies, 59. In Europe, Monaco boasts

(Continued on Page 16)

TRADE HEADLINES

Paramount Division Sales Managers called to meeting Sept. 28-29 New York City by A. W. Schwalberg, President Paramount Distributing Co. — Gordon Lightstone, Canadian General Manager, will attend.

•

Sherman-Fink Offer UA year's program of pictures which they will finance and produce.

•

Oscar Hanson secures Baseball Short Subject which Famous and Odeon will play, proceeds to Canadian Picture Pioneers — distribution through cooperation of Alf Perry, Empire-Universal.

•

Harry Brant, TOA Pres., wires Hal Wallis to discipline Dean Martin, Jerry Lewis for motion picture skit on TV in which Motion Picture Industry smeared.

•

George Bernard Shaw world famous author and playwright undergoes second operation to relieve bladder and kidney trouble — condition fair.

•

William R. Bennett named new principal Variety Village — taught at Leaside High School for four years, Five Years Overseas with Canadian Army, A Yale Graduate.

•

Damon Runyon left an estate of $10,360 net. He died on Dec. 10, 1946.

•

Toronto Board of Control proclaims Tuesday, Dec. 26 as Boxing Day — request employers grant holiday if possible to employees.

•

Arthur Stringer, Canadian author who made success with Movie Serial, Perils of Pauline, died recently at the age of 76 — was author of 60 books and 12 plays which were produced.

•

International Artists will present Feruccia Tagliavini, Metropolitan and world famous tenor, Massey Hall, Tues. Oct. 17. Tagliavini's screen hits: I Live As I Please and Barber of Seville.

•

Astral to release nine dubbed French versions of Korda produced reissue pictures.

•

Mr. and Mrs. John J. Fitzgibbons will leave on a short trip to Europe about the middle of October — will visit Rome.

•

Barney Balaban, president Paramount Pictures, left for Hollywood for product survey, promotion and sales discussions.

•

Universal plan roadshow policy for Harvey.

•

Advance ticket demand for special time performances Darryl Zanuck's All About Eve necessitates new unit staff for Roxy.

BURT LANCASTER VIRGINIA MAYO

The FLAME AND THE ARROW

COLOR BY TECHNICOLOR

Directed by JACQUES TOURNEUR · Produced by HAROLD HECHT & FRANK ROSS Written by Waldo Salt Music by Max Steiner

A NORMA-F.R. PRODUCTION · DISTRIBUTED BY WARNER BROS.

JAMES C

"Kiss To

Good

also starring

BARBARA PAYTON · HELENA CARTER · WAR

with LUTHER ADLER · BARTON MacLANE Screen Play by Ha

From Horace McCoy's "Kiss Tomorrow Goodbye"

Produced by WILLIAM CAGNEY · Directed GORDO

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WARNER BROS.

Keep SAYING IT WITH

PICTURE

NOT SLOGANS!

TRADE SHOW FOR "BREAKING POINT" SEPTEMBER 8TH

ALBANY
Warner Screening Room
79 N. Pearl St. • 12.30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2.30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2.30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2.00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2.00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1.30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8.00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 2.30 P.M.

DALLAS
20th Century-Fox Screening Rm
1803 Wood St. • 2.00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2.00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12.45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2.00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
376 No. Illinois St. • 1.00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8.00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1.30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2.00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2.00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2.00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2.00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2.00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8.00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2.30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1.30 P.M.

OMAHA
20th Century-Fox Screen
1502 Davenport St. •

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2.3

PITTSBURGH
20th Century-Fox Scree
1715 Blvd. of Allies •

For 100% September bookings — The one-reel short "ON STAGE, EVERYBODY," Industry-made for Disabled American Veterans.

GNEY

norrow

bye"

ND

own

DUGLAS

OS.

Tea FOR Two

COLOR BY TECHNICOLOR

STARRING

DORIS DAY · GORDON MACRAE

FEATURING THE FAMOUS SONGS BY VINCENT YOUMANS AND IRVING CAESAR

ALSO STARRING

GENE NELSON · PATRICE WYMORE · EVE ARDEN BILLY DE WOLFE · S. Z. SAKALL

Directed by DAVID BUTLER Screen Play by Harry Clork Suggested by the Play "No, No, Nanette" by Frank Mandel, Otto Harbach, Vincent Youmans, Irving Caesar and Emil Nyitray

Produced by WILLIAM JACOBS

Dances Staged and Directed by LeRoy Prinz · Musical Direction by Ray Heindorf

Harry's a guy who had nothing to peddle but guts...

Trouble was his business and he laid his hide on the line for a price.

The smugglers, the wharf-rats and even the dame bought in... until the cool green money turned a bright blood red!

S

Next! Next!! Next! Next!

JOHN GARFIELD PATRICIA NEAL

IN THE ERNEST HEMINGWAY STORY

THE BREAKING POINT

WITH PHYLLIS THAXTER · JUANO HERNANDEZ · WALLACE FORD

SCREEN PLAY BY RANALD MacDOUGALL BASED ON A STORY BY ERNEST HEMINGWAY

PRODUCED BY JERRY WALD DIRECTED BY MICHAEL CURTIZ

WB

TLAND
Box Screening Room
N.W. Kearney St. • 2:00 P.M.

LAKE
Century-Fox Screening Room
East 1st South • 2:00 P.M.

FRANCISCO
Mount Pict. Screening Room
Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
Franco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

BOX-BIZ BEGINS TO SIZ

(Continued from Page 1)

ing one picture can increase or decrease business at a theatre where the picture is showing, it is just as possible that word-of-mouth publicity concerning motion pictures as a whole can increase or decrease a large number of box-office receipts.

Irrespective of the depressing thunder of war clouds, if human nature is so constituted that it can revivify and recreate the cells which enable it to live, it can also revivify and recreate its spirit of hope, it can stimulate a dormant ambition impregnating it with a desire to acquire and to achieve. It can, also, hypnotize itself into a state of non-fear and non-apprehension so that its faculties for enjoyment become increased.

It can induce men and women to accept destiny in the spirit of, for better or for worse, or even with that greater resignation which inspires a doomed man or woman to become god-like for the remaining days, weeks or months of a life which may end within a predicted time. It may induce a man or a woman to get the most out of what is left of living, and to have "one last fling."

If it is man's destiny to wage World War III, with the use of that newly-created Frankenstein monster, the Atom-Bomb, we are likely to have more of Box-Bix Begins to Siz. It is the irony of life that in the midst of death we are in life, as truly as in the midst of life we are in death.

Already we hear that Remarque's stirring appeal for peace, All Quite On The Western Front, may be withdrawn from exhibition because those who object to it argue that it may interfere with recruiting.

It may be possible that writers of books, stage plays, editorials, screen plays may be obliged to become warlike, because there are already many people who see Red where previously they were, figuratively and literally speaking, color-blind.

I have already heard, from what I considered to be intelligent people, such remarks in respect to Lake Success, "I wish they would all jump into the lake, let us get on with the war and get it over," referring to the U.N. meetings.

We may, if we live to tell the tale, see many strange things happen, and we, too, may become as foreign to ourselves as our own conception of a foreigner.

I would have liked to have lived long enough to have seen swords turned into ploughshares, to have seen Wendell Wilkie's vision of a one-world come true, but perhaps you and I may not have earned such a reward by our past performances in life, for all of the sins of life and all of its virtues belong to all of us.

It has been said that there is a power in prayer, and I believe in such praying, but how many to-day are praying for peace in their homes, and in their churches? It may be that even such praying by priest, by minister or rabbi may be looked on with suspicion, and that already we are forming a prayer, "Give us victory."

Compo has pledged full aid to the President of the United States in the services of an entire motion picture industry. Our motion picture industry in Canada will make a similar pledge to the Government of Canada, but this World War III will be different in each man's country than any war which we have previously had, save for the people of Germany, for in their day and in their country they knew the purge of an ideology in operation prior to World War II, and running concurrently with it.

The American trade press is predicting 1951 as a top film year, and without any attempt of disguise, stating, "war-spending as B. O. impetus."

It is reported, that based on lower budgets of pictures already made, "outlooks and trends," 1951 may outgross and may result in net profit which will exceed 1947, in which year the net profits were the highest in the history of motion pictures.

Based on increased business already shown because of government spending which has stimulated industrial production, and taking into consideration the larger spending which will not show results at the box-office until the new year, already Box-Biz Begins to Siz.

The increase in business, according to film trade reports, is not localized, but covers good reports from many states of the U.S. As an example, Motion Picture Herald correspondents in the following key situations all report increased business, and in some situations record record business. As a further example, a report from Detroit states "Sunset Boulevard may possibly break all records."

Kansas City, "There have been generally higher than average total grosses, there have been instances of grosses near records."

Reports are all good from Atlanta Baltimore, Boston, Cincinnati, Cleveland, Columbus, Memphis, and Omaha, in addition to Detroit and Kansas.

Box-Office Magazine reports a rise in box-offices across U.S., and that Labor Day on Broadway was just like boom days.

Sunset Boulevard at Radio City gave this theatre the biggest Labor Day business in its long history, and a fourth opening and second weeks' gross, which was the best for a non-holiday period.

During the holiday period Radio Music Hall opened at 8.15 instead of 10.00 a.m. daily. Could you, or would you imagine that patrons of motion pictures would get up at 7.00 a.m. in order to get to Radio City Music Hall in time for the opening show at 8.15 a.m.? There must have been a sufficiently large number of people waiting for the show to open to have induced the management to open the theatre two hours earlier than usual.

How can we be so certain, as some of us are, what the public enjoys and what the public will do? How many of the Paramount executives and other wise showmen knew that Sunset Boulevard and Gloria Swanson would be such a sensation? No use of saying that they all knew. I talked to a few of them before the picture opened. The best I could get was that is would either be the biggest hit or the biggest flop. What was so smart about that guess?

While Spyros Skouras makes motion picture history in presenting Mitropoulos and the New York Philharmonic Symphony Orchestra at the Roxy Theatre with The Black Rose, and exhibitors are still wondering whether there is box-office in unusual pictures, in opera films, in films with concert artist stars, in big foreign language pictures which have won international film awards, Spyros Skouras, President of 20th Century-Fox, secures for the Roxy Theatre "double quadruple lines, nearly 1000 feet long, with a supposedly high-brow symphony orchestra playing in a motion picture theatre."

When the doors opened at 10.30 a.m. the 5886 seats were filled as fast as patrons could get in them. For an hour before the theatre opened the police had to regulate the line-up, and finally refused to permit the length of the line-up to continue. We have several symphony orchestras in Canada, why not imitate the Skouras idea? You could not give this showman a greater compliment, and it would help our orchestras financially and make the Box-Biz Begin to Siz.

The film went on five times a day, and the orchestra four times, at the Roxy. The Labor Day week-end was the biggest in the 23-year history of the theatre and if the orchestra cost $40,000 and the Roxy took in $90,000, that looks like big biz to me.

MGM is producing Caruso with operatic stars who will sing operatic arias from scenes of operas, for producers have learned there is a form of presenting opera which has a mass- appeal.

The Red Shoes is in its 100th week at the Bijou Theatre on Broadway. There has never been a motion picture run like it on Broadway, and you could justifiably name Red Shoes as high-brow, for it is primarily the ballet.

Who believed such a run possible, and included in the "who" I mean those directly concerned with its distribution and exhibition on the American continent?

Look at the Hamlet gross as a road show. Who believed it possible? Hamlet is going into eternal distribution, it will

(Continued on Page 15)

Canadian Co-op Project Reports

(Extracts from the semi-annual report for the first half of 1950 from Archibald H. Newman, Film Liason Officer, Department of Trade and Commerce, Ottawa.)

With the addition of new items every month, the Canadian Cooperation Project, to a constantly increasing extent, is providing Canada with valuable publicity in the United States and elsewhere.

No one can place a monetary value on the Project as a means for encouraging still better relations with the United States, politically, commercially and culturally. However, U.S. tourists are now spending in Canada at a rate approximately $2,000,000 a year more than they spent in 1947, and at least some of the credit is owing to the Project. In addition, as a result of the Project, the U.S. industry has spent substantial amounts in Canada for location work, scripts, completed films, footage, travelling expenses and music.

During the first six months of this year, the Project has been chiefly responsible for the appearance on U.S. theatre screens of 105 items comprising 89 newsreel clips, seven shorts, and nine features. In this period, U.S. theatre audiences totalling some 590,000,000 have seen these and previously released items about Canada.

Newsreels: The use of Canadian material by the five U.S. newsreel companies has been stepped up greatly this year. So far 89 items have appeared, or an annual rate of 178. This compares with annual totals of 125 for last year, 111 for 1948.

Shorts: Seven C.C.P. shorts have been released to date in 1950. Of these, two are entirely Canadian in content, the other five contain valuable Canadian sequences. In addition, twelve shorts are ready for release or in preparation and several other subjets are being considered. In the two and a half years since the Project began, 36 shorts have been released in U.S. theatres.

Features: From its inception up to the present, the Project has been responsible for the release of 21 theatrical features with Canada as a background or containing Canadian scenery or references.

At least three features definintely will be shot on location in Canada this year. One feature, with Canada as a background for the entire story, was produced in the United States last year and was released in June, 1950. Two other features with Canadian backgrounds were completed this year and are awaiting release.

In addition, seven Hollywood features produced this year contain Canadian references, and six other C.C.P. features are being prepared.

PRODUCTION BY CANADIAN COMMERCIAL COMPANIES:

Although the Project was not intended primarily to boost Canadian production of motion pictures, it has proved to be of some value to the producers in this country.

So far this year the Project has been responsible, at least in part, for the sale of two Canadian shorts to U.S. producers; for distribution arrangements on behalf of a Canadian feature producer; for the hiring of facilities and personnel of a Canadian producer by a Hollywood company; for negotiations which may lead to joint production between two Canadian producers and Hollywood companies; and for many lesser items of assistance to the Canadian industry.

Associated Screen News, Montreal: During this half year, Associated Screen News sold to Warner Bros. for U.S. Eden, and Ski in the Sky, both of which are awaiting release.

Crawley Films, Ottawa: Negotiations have begun between Crawley Films and Lindsley Parsons looking toward joint production of features which would be released through Monogram.

In the 16 mm. field Crawley Films now obtain about 20 percent of their assignments from the United States, for which the company is paid in U.S. dollars. Current U.S. sponsors include McGraw-Hill, Grenfell Association of America, Coronet Films, Encyclopaedia Britannica Films, and International Film Bureau.

Selkirk Productions, Montreal: Early in 1950, Selkirk Productions completed a feature, Forbidden Journey, and, with some assistance from the Film Liaison Officer, have made distribution arrangements. This company is currently considering an agreement with a Hollywood producer, for joint production.

Renaissance Films, Montreal: So far this year Renaissance Films has been inactive in production.

Quebec Productions, Montreal: In February of this year, Quebec Productions released a French-Canadian feature, Seraphin, a sequel to the very popular Un Homme et Son Peche. This company is presently producing jointly with Eclectique Films of Paris, France, a feature in both French and English. The French title will be Son Copain; the English title has not been chosen.

Marking the first instance of direct co-operation between a Hollywood producer and a Canadian producer, Twentieth Century-Fox has reached an agreement with Quebec Productions for the employment of facilities and personnel at the St. Hyacinthe studio of the Montreal company. The feature to be produced will be The Scarlet Pen. Shooting began on September 6th.

For later production this year, Quebec Productions is preparing a script.

SPYROS SKOURAS

who has been named 'The Pioneer of the Year' by the Motion Picture Pioneers of America.

COMPO Protests TV Show Ridiculing Movies

Arthur L. Mayer, executive vice-president of COMPO, has sent a vigorous protest to Frank Folsom, president of Radio Corporation of America, against a television show over WNBT Sunday night that attacked the motion picture industry.

The scene Mayer complained of was a sketch in a one-hour show featuring Dean Martin and Jerry Lewis in the Comedy Hour sponsored by Colgate-Palmolive-Peet. The sketch showed lack of attendance at picture theatres as a result of television. Mayer wired Folsom as follows:

"This organization, representing all branches of motion picture industry, strongly protests attack on our business contained in Dean Martin-Jerry Lewis show on WNBT Sunday night. In depicting motion picture theatres as places shunned by public both producers of show and WNBT have done serious damage to this industry. We cannot believe that you as responsible head of Radio Corporation of America condone such irresponsible attacks and we ask that you take steps immediately to see that this scene is not repeated on other stations."

WANTED

ENERGETIC YOUNG MAN
AGE 25-30

TO MANAGE AND OPERATE A CANDY COUNTER CONCESSION. EXPERIENCE DESIRABLE BUT NOT NECESSARY. GOOD OPPORTUNITIES FOR COMPETENT PARTY.

Apply Mr. Gordon, Biltmore Theatres Ltd. 221 Victoria St., Toronto

The same boxoffice guts and power

ALL QUIET ON THE WESTERN FRONT
Starring
LEW AYRES LOUIS WOLHEIM
with JOHN WRAY SLIM SUMMERVILLE WILLIAM BAKEWELL
From ERICH MARIA REMARQUE'S novel · Directed by LEWIS MILESTONE

The greatest war film ever made is back

and available from

Empire- Universal *Films Ltd.*

CAPITAL STORY

By BILL McLAUGHLIN

SIXTEEN thousand boys and girls were guests of three Ottawa Kiwanis Clubs and other public service organizations in celebrating National Kids' Day on Saturday September 23. Opening the youngsters' big day were free movie shows held in neighborhood theatres starting at 9 o'clock, with 11 managers co-operating in giving their juvenile patrons special film programs and stage shows. The under-privileged were not forgotten as thousands of used toys were collected at the theatre doors and turned over to the Ottawa Fire Department to be repaired in time for Christmas distribution. Casey Swedlove, president of the Motion Picture Theatre Association (Ottawa and district branch), personally supervised the free shows, assisted by theatre managers and house personnel.

* * *

Morris Berlin, manager of the Somerset Theatre, is currently showing for the first time in Ottawa the German post-war production, Die Fledermaus. Music lovers are going strongly for the screen version of Johann Strauss' famed operetta. It is showing on a continuous basis from 1 p.m. at special prices of matinees, 35c, and evenings, 50c.

* * *

Bill Farrah, owner and operator of the Strand Theatre, Ottawa South, has become an active worker in community affairs since taking over the South End house. When the coffers of the Red Sox Baseball team ran low and travelling expenses were needed if the Eastern Ontario midget champions were to go into the OBA finals, Bill offered the lads his theatre and helped them stage a benefit show of sport pictures and amateur talent. The performance was largely attended and boxoffice returns enabled the Ottawa South lads to go on to the OBA finals.

* * *

The Canadian Repertory Theatre group at the LaSalle Academy Playhouse opened the 1950-51 season to enthusiastic audiences of regular subscribers and many new patrons. The season's first offering was Life With Father, one of the many Broadway hits lined up for the coming months.

* * *

Brightest theatre spots in uptown Ottawa this week are the Capitol where Annie Get Your Gun got off with a bang, and the Elgin where My Blue Heaven is in its third week. They Were Not Divided is going strongly during Army Week at the Odeon with the co-operation of the Canadian armed forces, and Golden Salamander is doing all right at the Glebe this week, with the Iron Crown inked in for an early premiere.

Following a run of one week at the Capitol Theatre, 20th Century-Fox's The Black Rose moved over for another stanza at the Regent. The latter house, long in the hands of men working between shows in renovating, decorating and fireproofing inside and out, now permits smoking in loges and balcony section.

* * *

When Ronald Weyman, director of the National Film Board's current Canada Carries On subject, After Prison, What? started preparing for his production he ran into an unexpected touch of realism. An ex-convict who was unable to find work because of his past, advertised his predicament in a local newspaper. Weyman investigated the man, found he was a carpenter who had done time in Kingston and, because of this stigma, found it almost impossible to re-establish himself at his trade. He was immediately engaged as technical adviser on the NFB production, with a steady job in the offing due to the favorable publicity brought through his work with the Film Board.

* * *

Cashing in on the recent personal appearances of George Formby and Gracie Fields at the Auditorium, manager Frank Gallop of the Centre Theatre booked in Formby's It's In The Air, and Miss Fields' Looking On The Bright Side as a double bill. Judging by the activity around the Sparks Street theatre, Frank will enjoy an excellent week of business.

Wald-Krasna Set Own Publishing Co.

The Jerry Wald-Norman Krasna company becomes the first independent film unit to set up its own music publishing company with the announcement of the formation of Wald-Krasna Music, Inc., to publish and merchandise all songs to be used in their RKO Radio productions.

Since a number of the 60 pictures to be made by Wald-Krasna during the five-year terms of their recently signed contract with Howard Hughes will be musicals and a large number of songs will be used in their films, the producers decided to take full advantage of the merchandising value of such music.

The partners also plan to engage song writers to custom-write tunes titled after each of their productions.

Wald-Krasna will arrange for copyrights to remain vested in their publishing company when they engage songwriters for the film songs. The new firm further expects to work out deals for the publishing of music from other RKO productions. In this way they will be able to build up a valuable catalogue of music available for use in connection with their subsequent films.

Lightstone to Attend Paramount Meeting

Gordon Lightstone, Canadian General Manager of Paramount Pictures, left for New York early in the week to be present at a division managers' sales meeting at the Home Office on Thursday and Friday, September 28-29. A. W. Schwalberg, president of the Paramount Film Distribution Corporation, announces that this will be the first get-together of Division Managers since June when Paramount Regional Sales Toppers met with him in Los Angeles to set the agenda for the National Sales Convention held June 14. Schwalberg pointed out that this gathering would be held in accordance with the Company policy of calling periodic conferences of Division Managers for the purpose of exchanging ideas. The forthcoming meeting will cover 1950-51 products, sales and merchandising problems and progress, and general industry conditions.

Those in attendance at the meeting will be Oscar Morgan, General Sales Manager of Short Subjects and Paramount News; Howard Minsky, Mid-Eastern Division; George A. Smith, Western Division; Hugh Owen, Eastern and Southern Division; James J. Donohue, Central Division; Duke Clark, South-Central Division.

ASN To Make Community Film

Films are being used to broaden the appeal for public support of community chest services of Welfare Federation of Montreal.

Most important item is a new ten-minute featurette "Operation Four Feathers" produced for Welfare Federation by Associated Screen Studios. A homely, believable story of a lad who almost becomes a social outcast introduces an insight into the sympathetic services of Welfare Federation.

Produced for both theatrical and non-theatrical showings, the featurette "Operation Four Feathers" is calculated to achieve more humanly sympathetic response to the worth of Welfare Federation's year-in and year-out activities. It is being used as an indoctrination film for the hundreds of canvassers and voluntary workers who otherwise would receive no first-hand insight into the real meaning of welfare services.

Toy Matinee Held

Annual toy matinee for children was held recently at the Palace Theatre, Calgary. The show was part of the Calgary fire department's toy campaign for needy children. Admission to the theatre was one repairable toy. Firemen fix the toys and deliver them to needy children in that city.

RAY PRESENTS

(Continued from Page 3)

I FURTHER note that Cottingham addressed a letter to the Editor of the Star as follows, "The Star quotes Mr. Elwood Hughes, C.N.E. Manager, as saying, 'Where else in the world can you see more for 50 cents? Compare it with a 70-cent mediocre movie.' As a fellow showman I agree that the C.N.E. is a lot of entertainment for 50 cents. But I think the balance of Mr. Hughes' remark is a bit uncharitable in view of the fact that his biggest attraction this year (not included, incidentally, in the 50-cent admission) is a movie star. The C.N.E. sold over 300,000 seats for an attraction who would be practically unknown in Toronto if he had not been pre-sold by the movie industry. And the fact is that the average movie admission in Toronto is not 70 cents but a figure very close to the price charged by C.N.E. midway operators for a 20-minute freak show. By comparison the most 'mediocre movie' looks pretty good."

Well, Cottingham, you and I were not silent, were we? I have a letter from Archie J. Laurie, who is doing such a good job for Odeon Theatres Canada Limited in the field of publicity and public relations. Archie writes, "Dear Ray, The Motion Picture Industry should say thanks to you for your editorial entitled, 'Absolutely, Mr. Hughes' in the September 15th issue of the Digest. Your straight-from-the-shoulder article is so true it should enlighten and guide others when speaking for publication. Thanks for your defence on our behalf." Thanks, Archie, how do you find time, in all the many jobs you do, to write Thank-You Letters? Which only goes to prove that the busy people in life are never too busy to watch the little things in life, just as important as the Big Things, for when we stop to think of Time, of a day, we must break the day down into hours, the hours down into minutes, and the mintues down into seconds, no little seconds no hours; no hours, no day. Which reminds me that if the sun could only be persuaded to set about six hours later every day in our part of the world, it would make a perfect day for me.

LEN BISHOP of Shea's, Toronto, and Warners Bros. through their Tony Ranicar, had a field day last Friday when Warner Bros. Tea For Two opened its engagement at this theatre. I should say a Tea-day instead of a field day, for Controller Innis was present, representing His Worship the Mayor of Toronto, to receive a sterling silver tea-service, the gift of the National Tea Bureau to the City of Toronto. Mr. F. A. Healy of the Tea Bureau was there having a cup of tea, and Mr. Firestone representing the Canadian Restaurant Managers Association, jointly interested in a Tea For Two Contest, was enjoying his cup of tea as much as I was. There was much excitement, for Miss Toronto, a Walter Thornton model, named Miss Tea-For-Two, was present, and made the presentation of the tea service to Controller Innis who, being a Scot, looked into the silver tea-pot and said, "Empty, where's the tea which goes with the tea service for Tea For Two?"

Madame Gurpal Singh, wife of the Indian Trade Commissioner, the Commissioner and other distinguished guests were present, including Radio, Press, the latter of which kept their photographers busy, and the interviewed busy making broadcasts and recordings.

Jackie Ross and Mildred Stein of The Digest were busy making notes, and trying to find the right answers to the questions of the board, all about Tea, because the winner gets a trip to New York, all expenses paid.

Tea For Two stars Doris Day as Nan and Gordon MacRae as Jimmy. It is a musical, with color by Technicolor, and presents some of the catchiest music of that musical hit, "No, No, Nanette," but in the snappy modern fashion, of Billy DeWolfe, Eve Arden and S. Z. Sakall.

FRUIT-CAKE two weeks ago, at the Odeon Carlton, Tea at Shea's for patrons, and a free look at the excavations for Toronto's subway, not overlooking the cocktail lounges and smart restaurants, the several snappy floor-shows, the Treasure-Hunt introduced by Famous Players for the Walt Disney-RKO Treasure Island picture holding over at the Eglinton and Victoria, with Disney's Beaver Valley, as entertaining almost as the feature, and on which picture Rabbi Feinberg made some pulpit comments during his last Saturday's morning service at the Holy Blossom Temple, is making Toronto an exciting city.

Louisa, in its fourth week at the Odeon-Carlton; Noel Coward's Cavalcade is held over at the Odeon-Hyland; Third Man is playing six Famous Players theatres day and date; The Black Rose in in its third week at University and Nortown; Columbia's Rogues of Sherwood Forest is at three Odeon Theatres same day and dates, namely, Fairlawn-Danforth-Humber; The Happiest Days Of Your Life with Margaret Rutherford and Alistair Sim, is in its fourth week at the International Cinema, making Oscar Hanson as happy as Yvonne Taylor; Columbia's Song To Remember is in its fourth week at the Towne Cinema with Flo Simmons doing her best to get the crowds in. Yes, indeed, Toronto is becoming a very, very busy city.

MR. & MRS. JOSEPH MARKS were hosts on the occasion of the Bar Mitzvah (thirteenth birthday confirmation) of their son, Howard, receiving over two hundred guests at a reception at their home on Strathearn Road, Toronto. Those who were guests voted it one of their best parties. The motion picture industry was well represented. Guests included members of the family and friends from Buffalo and Fort Erie.

The press headed a column, Cheers For Darnell, Linda Darnell, who is starring in a picture for 20th Century-Fox, The Scarlet Pen, being produced in Quebec. Charles Lazarus of the Motion Picture Herald reports that prior to coming to Canada Miss Darnell made No Way Out, the latest of the Hollywood productions dealing with anti-Negro prejudice. Otto Preminger is using Quebec Production Studio as headquarters, and has made out of the Richelieu Valley hamlets a composite town of "St. Marc" for the remake of the French film Le Corbeau, the latter picture which early in the year had a run of five or six weeks at the System Theatre, Montreal.

Russell Simpson, popular branch manager of Paramount Pictures in Toronto, recently underwent an operation and is now convalescing at the Western Hospital, Toronto. His many friends wish him a speedy recovery and are looking forward to a cheery greeting once again from Russell at the Child's table.

Maritime News

By A. L. FAIRWEATHER

AL GAUDET is dead and so passes from the motion picture and theatre world a most popular man and one greatly esteemed by all who knew him. He passed away in St. Joseph's Hospital, Saint John, after a long illness, leaving his wife, three sisters and three brothers, at the age of sixty-five. Coming from his home at Memrancock, N.B., as a young man he was with the local office of Messrs. Torrie and Winter of Moncton and later was manager of the Young Adams Company. Then he entered the film industry representing Famous Lasky Corporation as well as RKO achieving several distinctions as a salesman.

For many years he was associated with the F. G. Spencer Co. Ltd. managing the old Opera House for Mr. Spencer for many years and later the Venetian Gardens and Strand Theatre acting afterwards as Mr. Spencer's representative at Fredericton, Campbellton and Truro. His latest position was with the New Brunswick Liquor Board which he left about one year ago on account of illness.

Mr. Gaudet was a devoted member of the Stella Maris Church at East Saint John and took an active part in the activities of that church, singing in the choir and in many other capacities. He and Mrs. Gaudet lived in East Saint John. Mrs. Gaudet will have the sympathy of many friends.

No one ever heard a word against "Al" Gaudet and his pleasant greeting of old friends will be greatly missed in his adopted city. "A fine chap" was the tribute paid him. He was buried from the church he so greatly loved and interred in St. Joseph Cemetery.

John Aliodis of the Empire Theatre, Halifax, N.S. (N.S. Amusement Co. Ltd.), attended the Mystic Shriners' Meeting held at Saint John, N.B., and tok part in the many ceremonies and parades which took place there.

* * *

Sidney Tobin, booker at RKO, Saint John was in hospital recently and had an appendix operation but is recovering.

* * *

Mr. J. J. Fitzgibbons, C.B.E., president of Famous Players, R. W. Bolstad, Vice President, and Morris Stein, Eastern Division manager, will be in Saint John this week remaining until Sunday when they will go to Halifax for a meeting with the F. P. Managers. F. Harrison Howe, manager of the Paramount, Saint John, and Jim Mitchell, manager of the Capitol, Saint John, will fly to Halifax also on Sunday. Mr. Fitzgibbons is slated to give the address at the luncheon of the Maritime Motion Picture Exhibitor's Association to be held at Amherst, N.S. September 27th at 1:15 p.m.

Your correspondent has received an invitation to attend the official luncheon at the the third annual meeting of the Maritime Motion Picture Exhibitor's Association at Amherst, through G. A. Walters, secretary, and hopes to be able to attend. The invitation is greatly appreciated.

* * *

A. A. Fielding of the Avon Theatre, Bridgewater, N.S., makes use of wings and wheels to pay frequent visits to Saint John either coming by motor or plane quite often and receiving always a welocme from his many friends.

Miss Dawn Pirie, manager of the Opera House, Grand Falls, N.B., and the owner of the theatre, Joe Martin, were in Saint John recently, visiting the film exchanges.

* * *

Romeo Nowland of the Roxy, Buctouche, N.B. paid a visit to Saint John and states that the Victory Theatre at Richibucto, N.B. will be re-opened early in October. This is the Harry Adkins Theatre which was destroyed by fire about a year ago.

* * *

Alex Demerson of the Empire Theatre, Saint John, had an operation in hospital but is now able to convalesce at his home.

BOX-BIZ

(Continued from Page 10)

do big business because it is a great motion picture and the masses are not so dumb they cannot recognize greatness.

Look at the Sadlers Wells box-office record at the Metropolitan, where it is said to be "the hottest show on Broadway," being next in ticket call to South Pacific. What could be more high-brow and arty than Sadlers Wells Ballet? No one will argue that there are enough high-brows and arty people in New York City to roll up close to $300,000 in the first week of a three weeks' engagement, with an advance sale of $279,000. A substantial part of that box-office came from the tall timbers, and from the short-haired masses.

Kramer's The Men is surely not a low-brow picture, but is "coining money," and Warners' Glass Menagerie is in the money classification.

MGM's Summer Stock with Judy Garland, has topped fourteen spots over Annie Get Your Gun, which latter picture, as you know, is in the big money classification for box-office. As for Universal-International's laughing Louisa, it is not only rolling them in the aisles, but rolling the dollars in at the box-office, in the U.S. and in Canada.

Among the foreign pictures in the U.S., Mad About Opera, Rigoletto, and The Iron Crown are all in the money, and Pagliacci has begun to show excellent box-office returns, all of which goes to prove again that there is no business like show business, when showmen express a pioneering spirit and remember a natural and universal law, that life and nature are opposed to mass formations, to a sameness of form, of colour and thought, that variety is not only the spice of life, but of Show Business, and that showmanship in show business can make the Box-Biz Begin to Siz.

—*The Editor.*

WATCH CANADA GROW!

Tips on Industrial Expansion which makes box-biz siz!

● At Taber, Alta., Canada's seventh and one of the world's most modern beet sugar factories—construction in excess of $5½ million has begun.

●

● Howard Smith Paper Mills Ltd., Cornwall, Ont. division announces three million dollar expansion program — 250 construction workers to receive six to eight month's work immediately.

●

● Canadian Oil Refineries and Government's synthetic rubber plants outskirts of Sarnia, Ont. announce expansion programs involving $24,600,000.

●

● 18 Million dollar expansion program at Froomfield, near Petrolia, re Alberta crude oil processing.

Vancouver News

JACK DROY

JACK Randall, manager of the Strand and with Famous Players at Winnipeg and Calgary before coming to Vancouver, has resigned and will move with his family to Los Angeles where he will enter the trucking business. Norman Duncan from the International-Cinema succeeds Randall at the Strand. Wally Hopp, assistant manager at the Orpheum, replaces Duncan at the Cinema. Barney Reagon from the Capitol moves to Orpheum as assistant to Ivan Ackery, and Frank Eckersley, formerly with Hilker Attractions, takes over as assistant manager to Charlie Doctor at the Capitol.

* * *

Jim Brown of the Lux Theatre, a member of Canadian Picture Pioneers, suffered a stroke and will not be able to return to work for some time.

Eight teams are entered in the Film Exchange Bowling League for 1950-51. They are FOX, UNIVERSAL, WARNER BROS., MGM, UNITED ARTISTS, SOVEREIGN, EAGLE-LION and GAUMONT-KALEE. The league will play at the new Ridge Alleys which are in the lower part of the Ridge Theatre building. Officers elected for 1950-51 are Jack Braverman, United Artists, President; Rose Isman, Warner Bros. Secretary; and Jack Brent, Film Delivery, Treasurer. The only change from last year is that MGM replaces Paramount Pictures.

* * *

Elliott Brown, manager of the Odeon Theatre at West Vancouver, was married on the 16th to Doreen Fletcher, daughter of Howard Fletcher, owner of the Kingcrest Theatre in Vancouver.

NFB
The New
CANADA CARRIES ON
RELEASE FOR
September
AFTER PRISON —WHAT?
"The inside story of a convict on the outside."
A NATIONAL FILM BOARD PRODUCTION
Distributed by
COLUMBIA PICTURES

Trans-Canada Showings

Use This Information As Your Guide on Release Dates

TORONTO

DOWNTOWN
A Kiss For Corliss (UA) and The Great Plane Robbery (UA).
EGLINTON-VICTORIA
Second Week. Treasure Island (RKO) Technicolor with Bobby Driscoll and Robert Newton.
IMPERIAL
The Furies (Para.) with Barbara Stanwyck and Wendell Corey.
UPTOWN
Sleeping City (E-U) with Richard Conte and Coleen Gray.
ODEON-CARLTON
Fourth Week. Louisa (E-U) with Ronald Reagan and Ruth Hussey.
INTERNATIONAL CINEMA
Third Week. The Happiest Days of Your Life (EL) with Alastir Sim.
TOWNE CINEMA
Fourth Week. A Song To Remember (Col.) Technicolor with Paul Muni and Merle Oberon.
UNIVERSITY-NORTOWN
Third Week. The Black Rose (20th-Fox) Technicolor with Tyrone Power and Orson Welles.
SHEA'S
Tea For Two (WB) Technicolor with Doris Day and Gordon MacRae.
LOEW'S
The Men (UA) with Marlon Brando and Teresa Wright.
HYLAND
Second Week. Cavalcade.

SAINT JOHN

PARAMOUNT
Sunset Boulevard (Para.) with Gloria Swanson and William Holden.
CAPITOL
My Blue Heaven (20th-Fox) Technicolor with Betty Grable and Dan Dailey.
STRAND
Louisa (E-U) with Ronald Reagan and Ruth Hussey.

MONTREAL

CAPITOL
Second Week. Broken Arrow (20th-Fox) Technicolor with James Stewart and Debra Paget.
IMPERIAL
The Eagle and the Hawk (Para.) Technicolor, and Flying With Music (SARO).
LOEW'S
Third Week. Three Little Words (MGM) Technicolor with Fred Astaire and Red Skelton.
PALACE
The White Tower (RKO) Technicolor with Glen Ford and Valli.
SNOWDON-OUTREMONT
The Blue Lamp (EL) and Boy From Indiana (EL).
AVENUE
Third Week. Kind Hearts and Coronets (EL) with Alec Guinness.
PRINCESS
Forbidden Journey (Selkirk Prod.) with Jan Rubes and Susan Douglas.

WINNIPEG

CAPITOL
Pretty Baby (WB) with Dennis Morgan and Betsy Drake.
GAIETY
Annie Get Your Gun (MGM) Technicolor with Betty Hutton and Howard Keel.
LYCEUM
Rock Island Trail (Rep.) Trucolor with Forrest Tucker and Adele Mara.
MET
Sunset Boulevard (Para.) with Gloria Swanson and William Holden.
ODEON
Blossoms In The Dust (MGM) Technicolor with Greer Garson and Walter Pidgeon.
GARRICK
Second Week. Panic In The Streets (20th-Fox) with Richard Widmark and Paul Douglas.

CALGARY

CAPITOL
Second Week. Annie Get Your Gun (MGM) Technicolor with Betty Hutton and Howard Keel.
PALACE
The Skipper Surprised His Wife (MGM) and Side Street (MGM).
GRAND
The Black Book (EL) with Robert Cummings and Arlene Dahl.
STRAND
Bright Leaf (WB) and High Fury.

VANCOUVER

CAPITOL
Second Week. Sunset Boulevard (Para.) with Gloria Swanson and William Holden.
PLAZA-FRAZER
The Desert Hawk (E-U) Technicolor, and Ringside (Cardinal).
ORPHEUM
Treasure Island (RKO) Technicolor with Bobby Driscoll and Robert Newton.
STRAND
Second Week. Broken Arrow (20th-Fox) Technicolor with James Stewart and Debra Paget.
VOGUE
They Were Not Divided (EL).
STUDIO
Fourth Week. The Chiltern Hundreds (EL) with Cecil Parker.

Eric Williams, formerly at the Strand here and now with Warner Bros. Studio in Hollywood, spent his vacation in Vancouver looking up his many friends in show business . . . Donna McLean, 20th-Fox cashier, resigned . . . Myron McLeod of the Patricia Theatre, Powell River, was a visitor to film row . . . Hymie Singer, former owner of the State Theatre, Vancouver, who moved to Hollywood, will produce a film in the movie city shortly, he informed friends on a recent visit . . . The Queen Theatre which was acquired by a syndicate recently will bring in stage shows in October and will be the only local house with a vaudeville stage policy. It is in the Oriental section of town.

Views and Reviews

(Continued from Page 7)

190 theatre seats to every thousand in population; Sweden, 105; Belgium, 88; Iceland, 87; the United Kingdom and Gibraltar, 84 and Italy, 82.

In all cases, both Australia and New Zealand have a very high saturation in all three media. In South America, the leader is Argentina and, in Asia, Japan and the new state of Israel.

The interesting thing about these figures, to this reviewer, is that the same countries (with a few exceptions) appear at the top of each list. To draw a general conclusion, it appears that people who have a lot of radios also read a lot of newspapers and go often to the movies. To draw an even more specific and somewhat provincial conclusion, it seems to be good for our business when people have a free access to all the sources of information and entertainment. If for no other reason, it would seem to be in the best interests of the entertainment industry to support the efforts of UNESCO to make these media available to more and more people, quite aside from any humanitarian motives.

The number of interesting and relevant conclusions which can be drawn from an intensive study of this book are many. It is undoubtedly a volume that should be of great interest to anyone who is at all concerned with the state of this industry and its future.

LAND OF LOST VOLCANOS

S-21

Johnny Sheffield, as Bomba, the Jungle Boy, protects Tommy Ivo, Marjorie Lord, and sarong girl Elena Verdugo from both man and nature in Monogram's "The Lost Volcano," at the ..... Theatre.

Two Column Scene Mat No. S-21

NEW "BOMBA" FILM PACKED WITH RICH ENTERTAINMENT

(Review)

Nature at its terrifying worst is excitingly and entertainingly depicted in "The Lost Volcano," third in Monogram's series of adventure films starring Johnny Sheffield as the jungle boy Bomba.

The film, a Walter Mirisch production, opened yesterday at the ..... theatre before an audience obviously pleased by Bomba's newest exploits and held spellbound by the awesome beauty of an erupting volcano.

This picture, more than any other film coming out of Hollywood, captures the terrifying, yet spectacularly beautiful, sight of an active volcano as it spews its molten lava to leave a path of complete destruction.

It is at the time of the volcano's eruption that the film reaches its high-noted climax, toward which it has been built with apparent studied care by Ford Beebe, who wrote as well as directed the screenplay. Few films, if any, reach a more terrifying climax.

The story, briefly, deals with a zoologist accompanied by his wife and their young son, who goes into the heart of Africa to trap wild animals. There he meets an ethnologist and hears of a lost city near which is half-buried and chock-full of jewels. The zoologist is none too impressed by the legend.

The zoologist soon, however, meets Bomba and, from him, obtains proof that the legend is a fact. It such an ancient, buried city does exist and that there jewels are to be found.

Two guides, in turn, learn of this and kidnap the boy and his native maid and attempt to force them to lead the way to the great wealth of which they have heard.

They reach the scene. But the nearby volcano erupts and the picture is brought to a surprising, dramatic end.

Sheffield, as Bomba, again turns in a brilliant performance, while Donald Woods, as the zoologist, and Marjorie Lord, as his wife, lend great strength to the screenplay. Tommy Ivo, as their son who becomes a fast friend of Bomba, reflects thoughtful casting.

Others whose performances add much to the film include Elena Verdugo as the maid; Grandon Rhodes, as the ethnologist, and John Ridgely and Don Harvey, as the guides who stop at nothing, including murder, to reach the old city and the wealth it contains.

Beebe's shrewd direction is matched only by Marcel LePicard's masterful photography.

ACTION

S-3

Johnny Sheffield battles Don Harvey in Monogram's "The Lost Volcano," ..... Theatre.

One Col. Scene Mat No. S-3

JOHNNY SHEFFIELD PLANS CAREER IN MEDICAL FIELD

Some day, it appears, film star Johnny Sheffield may turn his back upon film acting in favor of donning a white gown and walking into surgery.

Currently starred as Bomba in Monogram's "The Lost Volcano," now at the ..... Theatre, the current-

ly is taking a pre-medical course at the Los Angeles campus of University of California.

"Whether I follow through with medicine and become a surgeon or remain in pictures is a matter yet to be decided. But the way I feel now, I want one day to become a successful surgeon," he explains.

Sheffield has the distinction of being the only student on a college campus in this country who is financing his college education — and it's a nice way to finance it —by working as a motion picture star. When the school year is over, he has paid for it — and has a lot more left over than many a college graduate who is well-placed in business or profession.

His father, who appeared as Johnny Weissmuller's son in many Tarzan pictures, admits he is torn between two ambitions to become a great surgeon and continue as a motion picture star.

Sheffield, in a way, has become an actor by inheritance. His father, Reginald Sheffield, is an actor. His paternal grandmother, Marie Sheffield, had once appeared on the London stage.

His newest film has a strong cast including Donald Woods, Marjorie Lord, John Ridgely, Elena Verdugo, Tommy Ivo, Don Harvey, Grandon Rhodes and Robert Lewis.

THE STORY

(Not For Publication)

Zoologist Paul Gordon, accompanied by his wife, Ruth; son, David, and their maid, Nona, goes to Africa for wild animals. There they meet an ethnologist, Dr. Paul Langley, and hear of a legend concerning a lost volcano near which, half-buried, is an ancient city and a great wealth in jewels. Gordon evinces only slight interest in the tale, disbelieving most of it. His son, however, soon meets a white jungle-reared boy, Bomba. From Bomba, David learns there is truth to the legend but when he tells his father, Gordon attributes both Bomba and David's story of the volcano to the boy's vivid imagination. Soon, however, the fact of Bomba's being is verified by Nona, who meets him. The jungle guides, learning that David and Bomba know how to reach the lost city, kidnap the youngsters, and Nona, expecting them to direct them to the riches they want. En route, Bomba and Nona escape, but Bomba is shot and wounded. Gordon, Langley, Ruth and Nona come upon the wounded jungle boy as they are trailing the kidnapers. They catch up to them and Langley is killed in an ensuing gun battle. The guides, Barton and Higgins, make good their getaway, with David still as their captive. They find the riches they seek, but are trapped by Nature, in form of the erupting volcano. Bomba, however, who has led his party of rescuers to David only to find them caught up in the erupting volcano, succeeds in bringing his party out to the jungle compound. Barton and Higgins lose their lives as they try to flee.

The Cast

Bomba ..... JOHNNY SHEFFIELD

Paul Gordon ..... DONALD WOODS

Ruth Gordon ..... MARJORIE LORD

Barton ..... JOHN RIDGELY

Nona ..... ELENA VERDUGO

David ..... TOMMY IVO

Higgins ..... DON HARVEY

Charles Langley ..... GRANDON RHODES

Daniel ..... ROBERT LEWIS

STAR'S WIFE

Marjorie Lord, featured in Monogram's "The Lost Volcano," is the wife of screen star John Archer, and has always received [illegible] how best to interpret certain roles assigned her [illegible] at the ..... Theatre with Johnny Sheffield starred. A Walter Mirisch production, it is the third in a series of adventure pictures in which Sheffield portrays the jungle boy [illegible]

San Francisco Girl In Movie

Marjorie Lord, who shares feminine honors with Elena Verdugo in Monogram's "The Lost Volcano," now at the ..... theatre, is a native of San Francisco.

As a young girl there, her one big ambition was to become an actress and appear on the legitimate stage in that city. This she did, after working in films and playing on the New York stage.

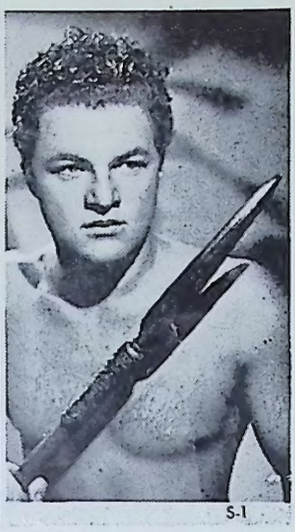
"I'll never forget it," she recalls. "It was in the play, 'The Male Animal,' and when I walked out on the stage in my home town I experienced an ineffable thrill I never expect to again enjoy."

Her current picture, third in Monogram's Bomba series, stars Johnny Sheffield as the jungle boy of that name. Miss Lord portrays the wife of a zoologist (Donald Woods) who goes to Africa to trap wild animals and there hears of a legend which leads to intrigue, murder, [illegible] ten lat[illegible]

Others in the cast include Johnny Ivo, Don Harvey, Grandon Rhodes, Robert [illegible]

Ford Beebe wrote and directed the screenplay. It was photographed by Marcel LePicard and produced by Walter Mirisch.

JUNGLE BOY



S-1

Johnny Sheffield is the star of Monogram's "The Lost Volcano," due ..... at the ..... Theatre. Cast includes Marjorie Lord, Donald Woods, John Ridgely and Elena Verdugo.

One Col. Scene Mat No. S-1

Credits

Produced by
WALTER MIRISCH

Directed by
FORD BEEBE

Music by
OZZIE CASWELL

Photographed by
MARCEL LEPICARD, A.S.C.

Supervising Film Editor
OTTO LOVERING

Edited by
RICHARD HEERMANCE

Production Supervisor
ALLEN K. WOOD

Set Dressings
RAYMOND BOLTZ, JR.

Sound Technician
TOM LAMBERT

Art Director
DAVE MILTON

Research Director
LESTER A. SWANSON

Set Continuity by
ILONA VAS

Screenplay by
FORD BEEBE

Based on characters created by Roy Rockwood in the "Bomba Books."

IN NEW JUNGLE THRILLER

S-20

Jungle boy Johnny Sheffield surprises sarong girl Elena Verdugo in a tense moment from Monogram's "The Lost Volcano," now at the ..... Theatre. Donald Woods, Marjorie Lord and John Ridgely head supporting cast.

Two Column Scene Mat No. S-21

TWND Is Now in Action on All Fronts

Following a special preview in Ottawa attended by the Minister of National Defence, senior government officials, representatives of other countries, officers of the Navy, Army and Air Force and members of the Defence Research Board, THEY WERE NOT DIVIDED, the great British action film of tank warfare on the victory routes, has opened simultaneously as an Army Week special in ten Canadian cities. It is premiering simultaneously in Holland and Canada — in Holland at Arnhem on the anniversary of Arnhem Day.

The J. Arthur Rank Organization Presents **THEY WERE NOT DIVIDED.** A Two Cities Film directed by Terence Young. (By agreement, no one is starred). An Eagle-Lion Release.

Book it Now from Eagle-Lion

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